

Message Text

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SUBJ: NORTH CAROLINA STATE IOGA TRADE MISSION

REFS: (A) STATE 221306 (B) TEHRAN 10146

1. POST WELCOMES NORTH CAROLINA STATE IOGA TRADE MISSION ON CONSTRUCTION EQUIPMENT AND RELATED SUPPLIES, NOTING HOWEVER THAT EARLY MARCH BORDERS ON THREE-WEEK NOW-RUZ PERIOD (IRANIAN NEW YEAR LATTER HALF OF MARCH). AS COMMENTED IN REFTEL (B) ON PROPOSED INDIANA MISSION, WE HAVE NO OBJECTION TO FIRST WEEK OF MARCH TIMING BUT SUGGEST THAT SCHEDULING OF TWO GROUPS BE CAREFULLY ARRANGED, PARTICULARLY IN VIEW OF THEME SIMILARITY.

2. THE HOUSING AND CONSTRUCTION THEME IS IN GENERAL TIMELY. MANY OF THE TENTATIVE PARTICIPANTS, HOWEVER, ARE DESCRIBED AS GENERAL CONTRACTORS OR ARCHITECTURAL/ENGINEERING CONSULTANTS, A CATEGORY OF BUSINESSMEN WHICH HAS BESIEGED TEHRAN IN THE LAST EIGHTEEN MONTHS. UNLESS THEIR SERVICES ARE UNIQUE OR CAN BE DIFFERENTIATED IN SOME SIGNIFICANT RESPECT, THEY MAY HAVE DIFFICULTY IN FINDING A SUITABLE LOCAL PARTNER OR LICENSEE.

3. STATE/USDOC MAY WISH SUGGEST THAT POWER CURB, INC. DISCUSS HIGHWAY CONSTRUCTION EQUIPMENT SUPPLY SITUATION WITH PROCUREMENT DIVISION OF FEDERAL HIGHWAY ADMINISTRATION WHICH PRESENTLY IN PROCESS OF ESTABLISHING 12-MAN
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PAGE 02 TEHRAN 10441 240654Z

TEAM HERE TO WORK WITH MINISTRY OF ROADS AND TRANSPORTA-

TION. SOME PROSPECTIVE PARTICIPANTS DESIRING JOINT VENTURES/LICENSING MAY WISH INITIATE REQUEST THROUGH NORMAL USDOC CHANNELS IN PREPARATION VISIT.

4. WILL DISCUSS PROSPECT INDIVIDUAL PARTICIPANTS AND CHANGES IN BUSINESS CLIMATE SINCE ADVANCE MAN POOLE'S LAST VISIT DURING HIS NOVEMBER 13-17 VISIT. HE SHOULD NOTE THAT HIS ADVANCE TIME TEHRAN INCLUDES THURSDAY-FRIDAY LOCAL WEEKEND AND FRIDAY-SATURDAY BUSINESS WEEKEND.

5. AS IN CASE OF INDIANA, POST SUGGESTS THAT COMPOSITION OF THIS MISSION BE CONSIDERED CAREFULLY IN LIGHT OF BUILDDEX '76, COMPOSITION OF OTHER TRADE MISSIONS COVERING SAME THEME, ETC.

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